(a "bounded query"). The results of the search identify a business or a particular number of businesses if the query is numerically limited, that have a physical presence (e.g., office) or a mailing address within that particular region. --

Please substitute the following paragraph for the paragraph beginning at page 5, line 8:

-- To provide such an enhanced result set, regional service merchants are stored in a richer schema than ordinary businesses. This richer schema provides lines of text and/or a descriptive glyph or glyphs for each regional service merchant. The text and/or glyphs are returned along with the regional service merchant's business listing so as to explain to a user why a business that is not physically residing in the search area has been included in the result set. The text or glyph may indicate, for example, that a regional service merchant is mobile, territorial, or a delivery service. The text may also describe the business' service area. An application programming interface ensures that, if the business is listed as a regional service merchant, then the text and/or glyph is stored in association with the business listing. --

IN THE CLAIMS:

Please amend claims 1-3, 7-14 and 20 as follows: (a marked up copy of the claims amended herein, showing the additions and deletions thereto, is attached as Appendix B):

1. (Amended) In a computer system, a method comprising:

maintaining location binding information associating a merchant with a plurality of listed regions, including at least one listed region in which the merchant provides service and in which the merchant does not include a physical location;

receiving a request directed to a particular region;